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EXAMINER

CHOO, MUNSOON

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4154

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/573,832	Applicant(s) GIDRON ET AL.	
	Examiner MUNSOON CHOO	Art Unit 4154	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 12/05/2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 36-68 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 36-68 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 3/29/2006 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

3. Claim 36, 38-45, 47-53, 58, 61-62, 64-68 are rejected under 35 U.S.C. 102(a) as anticipated by Wheat, Tammy (Pub# WO 03/067851, hereinafter “Tammy”).

Re claim 36, Tammy discloses an apparatus providing a platform for the provision of services over a cellular telephone network (Abstract), the apparatus comprising

an infrastructure for supporting a generic definition of a cellular service, said generic definition incorporating common features of different services
(Abstract, the figure shows an infrastructure providing services to mobile station and the network through the exchange point B2B engine. The B2B engine (generic definition) incorporates services such as finding a restaurant for a mobile device user, and passing real-time information between the restaurant and the mobile user);

said generic definition being able to take specific service-defining parameters
(Page 4, under “Summary of Invention”. Note: The data structure is being mapped in the B2B engine. Therefore, B2B engine is able to take the parameters specified in the data structure. Since data structure maps a service class to one or more parameters, then the parameters are in fact service-defining parameters), and

a parameter setting mechanism for inputting respective service defining parameters to said generic definition

(Page 4, under “Summary of Invention”. Note: The operation of the data structure that maps parameters to the B2B engine is considered as a mechanism),

thereby to implement a desired service through said generic definition

(Page 4, under “Summary of Invention”. Note: The service class is mapped to parameters that provide guidance according to their respective values, and therefore will provide (desired) service base on the respected guidance.).

Re claim 38, Tammy discloses the apparatus of claim 36, carrying a plurality of services each defined using said generic service and different service defining parameters (Abstract for a plurality of services, and page 4 under “Summary of Invention” for service defining parameters).

Re claim 39, Tammy discloses the apparatus of claim 36, configured to allow a plurality of services to be defined using different service-defining parameters applied to said generic service (Page 4, under “Summary of Invention”).

Re claim 40, Tammy discloses the apparatus of claim 36, further comprising a rule engine together with said generic definition, for operating logic required for said desired service by implementing ones of said service defining parameters that are logical rules (Page 4, under “Summary of Invention”. Note: B2B engine (generic definition) includes logic module, and it processes the logic module (B2B engine functions as a rule engine as well). Stipulated parameters that provide guidance on how a service to be done are fairly characterized as the rule for the service).

Re claim 41, Tammy discloses the apparatus of claim 36, further comprising an external

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parameter obtaining mechanism to obtain external parameters for modifying application of a respective desired service to a user

(Page 41 line 27 to page 42 line 11. Note: There is a mechanism of B2B engine checking with MPC (Mobile Positioning Center) to determine the location of the subscriber. The management application will be updated with the ETA (estimated time of arrival) of the subscriber).

Re claim 42, Tammy discloses the apparatus of claim 41, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location

(Page 41 line 27 to page 42 line 11. Note: B2B engine would check with MPC (mobile positioning center) to determine the location of the subscriber and to calculate the subscriber's estimated time of arrival (ETA). The management application is updated base on the ETA (or how far away the subscriber is from the restaurant). When the subscriber arrives and is seated, the management application updates the table as "occupied").

Re claim 43, Tammy discloses the apparatus of claim 36, comprising a plurality of modules, each module carrying said generic definition together with a different arrangement of parameters, thereby to combine different services within said platform

(Figure 6 shows a plurality of modules in B2B engine and figure 19 shows a restaurant module 1905 in B2B engine. Page 14 line 24 to page 15 line 26 describes figure 6. In abstract, the restaurant module and the B2B engine can communicate with the reservation application to automatically place and manage reservations. In page 42 lines 5 to 11 shows that restaurant module can monitor the location of the subscriber. Therefore, restaurant module has multiple functions or services. Page 4 under "Summary of The Invention" discloses multiple parameters

can be mapped to a service class in B2B engine).

Re claim 44, Tammy discloses the apparatus of claim 43, being able to support additional services by the incorporation of additional modules

(Page 12 lines 4 to 9. Note: Develop (enhance or create more) application modules.).

Re claim 45, Tammy discloses a method for the provision of services over a cellular telephone network comprising:

providing a generic definition of a cellular service, said generic definition incorporating common features of different services

(Tammy: Abstract, the figure shows an infrastructure providing services to mobile station and the network through the exchange point B2B engine. The B2B engine (generic definition) incorporates services such as finding a restaurant for a mobile device user, and passing real-time information between the restaurant and the mobile user), and

said generic definition being able to take specific service-defining parameters

(Page 4, under “Summary of Invention”. Note: The data structure is being mapped in the B2B engine. Therefore, B2B engine is able to take the parameters specified in the data structure.

Since data structure maps a service class to one or more parameters, then the parameters are in fact service-defining parameters), and

for each one of a plurality of desired services, inputting respective service defining parameters to said generic definition

(Page 4, under “Summary of Invention”. Note: The operation of the data structure that maps parameters to the B2B engine is considered as a mechanism),

thereby to implement a desired service through said generic definition
(Page 4, under “Summary of Invention”. Note: The service class is mapped to parameters that provide guidance according to their respective values, and therefore will provide (desired) service base on the respected guidance).

Re claim 47, Tammy discloses the method of claim 45, comprising
defining a plurality of services each using said generic service and different service
defining parameters

(Abstract for a plurality of services, and page 4 under “Summary of Invention” for service
defining parameters) and

providing each service as a separate module sharing a common interface
(Figure 6 page 14 line 21 to page 15 line 26, there are multiple discrete modules within reference
220, and each module has its specific service).

Re claim 48, Tammy discloses the method of claim 45, further comprising operating
logic required for a respective desired service by implementing ones of said service defining
parameters that are logical rules

(Page 4, under “Summary of Invention”. Note: B2B engine (generic definition) includes logic
module, and it processes the logic module (B2B engine functions as a rule engine as well).

Stipulated parameters that provide guidance on how a service to be done could be considered as
the rule for the service).

Re claim 49, Tammy discloses the method of claim 45, further comprising obtaining
external parameters for modifying application of a respective desired service to a user

(Page 41 line 27 to page 42 line 11. Note: There is a mechanism of B2B engine checking with

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MPC to determine the location of the subscriber. The management application will be updated with the ETA(estimated time of arrival) of the subscriber.).

Re claim 50, Tammy discloses the method of claim 49, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location

(Page 41 line 27 to page 42 line 11. Note: B2B engine would check with MPC (mobile positioning center) to determine the location of the subscriber and to calculate the subscriber's estimated time of arrival (ETA). The management application is updated base on the ETA (or how far away the subscriber is from the restaurant). When the subscriber arrives and is seated, the management application updates the table as "occupied".).

Re claim 51, Tammy discloses a method for managing a content delivery interface between a content provider and a subscriber wireless communication device, the method comprising:

providing a plurality of modules for the content delivery interface, each module for providing content as part of a different service

(Tammy: First 2 paragraphs of page 2. Note: There is an interface between content provider and the user (wireless device). The second paragraph shows restructuring (manage) the interface. An interface can help provide multiple services to the users from the content provider, such as providing coordination information from a dispatcher to the vehicle driver and providing movie information to a pager. By restructuring the interface, it could change (add or remove) the specific types of services provided from the content provider to the user. It is inherently disclosed that restructuring the interface could modify the instruction (module) of the interface.

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In page 39, line 7-31 discloses a restaurant module; the abstract discloses restaurant module with reference 1905. In page 1 line 15-22, B2B is capable for interfacing.);

providing a generic definition of said service, said generic definition incorporating common features of different services

(Abstract, the figure shows an infrastructure providing services to mobile station and the network through the exchange point B2B engine. The B2B engine (generic definition) incorporates services such as finding a restaurant for a mobile device user, and passing realtime information between the restaurant and the mobile user);

selecting an appropriate one of said modules for the content delivery interface according to a currently desired service and said generic definition

(Figure 4, 6, page 14 line 24 to page 15 line 13. Note: B2B engine 210 has an application module 220, which includes a variety of discrete modules. If interfacing service is requested, B2B engine will select interface module 280); and

adding said appropriate module to the content delivery interface, thereby to provide said currently desired service from a platform that supports a plurality of services

(Figure 4, 6, page 14 lines 24 to page 15 lines 13. Note: A variety of modules are already added into the interface of B2B engine. Each module has at least one function or service).

Re claim 52, Tammy discloses the method of claim 51, wherein said adding said appropriate one of said modules (Figures 4 and 6, page 14 line 24 to page 15 line 13) comprises

providing a functional alteration for the content delivery interface (Page 12 line 4-9. Note: B2B developers 278 develop and update application modules) for interacting with the wireless communication device, according to said currently desired service

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(Page 13 line 29 to 31. Page 14 line 5-10. Note: These 2 examples show a flow of interaction between the B2B engine and the wireless device.).

Re claim 53, Tammy discloses the method of claim 52, wherein said functional alteration comprises a change to a flow of interaction between the content delivery interface and the wireless communication device

(Page 13 line 29 to 31. Page 14 line 5-10. Note: These 2 examples show a flow of interaction between the B2B engine and the wireless device. By changing the function of the first example to the function of the second example invokes a functional change, and also a change in the flow of interaction between B2B engine and the wireless device).

Re claim 58, Tammy discloses the method of claim 52, comprising providing each module with a generic service definition and customizing ones of said modules for services it is desired to provide (Page 12 line 4-9).

Re claim 61, Tammy discloses the method of claim 58, wherein said functional alteration comprises altering a logic of said service
(Page 12 line 26 to page 14 line 3. Note: It is a customizable real time event to access finance.yahoo.com and deliver short message service upon mobile powering up. The real time event of a service could be considered as logic of service).

Re claim 62, Tammy discloses a service delivery platform for an interface between a content provider and a wireless communication device, comprising:

a plurality of services for being provided to the wireless communication device by the content provider

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(Tammy: First 3 paragraphs of page 2. Note: There is an interface between content provider and the user (wireless device). The paradigm of operation in figure 1 is the service platform. In third paragraph, it shows services provided to the mobile station (wireless device) such as tracking the location change of a user, and also providing geographic coordinate information to the user from a dispatcher.);

an infrastructure for supporting a generic definition of a cellular service, said generic definition incorporating common features of different services

(Abstract, the figure shows an infrastructure providing services to mobile station and the network through the exchange point B2B engine. The B2B engine (generic definition) incorporates services such as finding a restaurant for a mobile device user, and passing realtime information between the restaurant and the mobile user);

a service controller for receiving a request for a service from the wireless communication device

(Abstract. A subscriber send a request to B2B engine to find a nearby restaurant, therefore, service controller is inherently disclosed in order to process the subscriber's request.) and

for activating said service according to a service logic and said generic definition
(The abstract shows processing (activating) the service to find a nearby restaurant. In page 4, "summary of the invention", B2B engine (generic definition) has multiple logic modules (service logic)),

wherein said service logic comprises at least one rule for determining at least one of whether and how said service is to be provided

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(Page 13 line 25 to page 14 line 3. Note: A rule-base environment (service logic) that customizes a service to deliver news from a particular website in a particular format);

and a service framework, configured to enable ones of said services to be added, removed or changed (Page 13, lines 25-28.).

Re claim 64, Tammy discloses the delivery platform of claim 62, wherein said service comprises a plurality of operations to be performed, and a response to be returned to the wireless communication device

(Page 14, line 3-14. Note: A plurality of operations is performed upon detection of arrival in new town. A response (acknowledges confirmation and alert to user) is return to the wireless communication device).

Re claim 65, Tammy discloses the delivery platform of claim 64, further comprising a presentation for presenting said response of said service

(Page 14, line 3-14. Note: “Alert to user” is presenting a response. Figure 16, the “User API” is a laptop, which has functionality of visual presentation.).

Re claim 66, Tammy discloses the delivery platform of claim 65, wherein said presentation comprises a presentation assembler for collecting data and preparing said data for said response to the wireless communication device

(Figure 6 reference # 282, page 15 lines 14-20. The Data Collection Module of the B2B engine can store and retrieve real-time data, which can be transmitted to the wireless device.

Page 14, line 3-14. Note: “Alert to user”).

Re claim 67, Tammy discloses the delivery platform of claim 62, wherein an operation of said service is performed according to at least one rule (Page 15 line 27 to page 16 line 5. Note:

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new set of services base on a set of rules).

Re claim 68, Tammy discloses the delivery platform of claim 67, further comprising a rule operation for constructing the condition for said rule (Page 15 line 27 to page 16 line 5. Note: The RDE 290 allows (is a condition, prohibit is another condition) the development of rules. The rules could be constantly updated (is a condition, saved for backup can be another condition) to suite new services being adopted and varied (condition) according to the preferences of various components.).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. Claim **37 and 46** are rejected under 35 U.S.C. 103(a) as being unpatentable over Tammy as applied to claim 36 and 45 above, and further in view of Wenocur et al. (Pub# 2003/0041110, hereinafter Wenocur).

Re claim 37, Tammy discloses the apparatus of claim 36, but fails to disclose wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capability level of a receiving telephone. (Tammy discloses a structure that has generic definition and a mobile phone.)

Wenocur does (Paragraph [1118]. Note: This paragraph shows transmitting a message (it contains a plurality or message expressions) to the receiver client. The receiver client capability attribute is based on when preparing the message with its attribute scaling. At the end, the selected message expression will be adapted for presentation at the client device.)

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Wenocur as a whole to produce the invention as claimed with a reasonable expectation of selecting a message expression from a plurality of message expressions for the transmitting message base on the receiver client capability attribute, then present the message with the selected message expression at the client device.

Re claim 46, Tammy discloses the method of claim 45, but fails to disclose wherein said generic definition comprise an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capacity level of a receiving telephone (Tammy discloses a structure that has generic definition and a mobile phone.).

Wenocur does (Paragraph [1118]. Note: This paragraph shows transmitting a message (it contains a plurality or message expressions) to the receiver client. The receiver client capability attribute is based on when preparing the message with its attribute scaling. At the end, the selected message expression will be adapted for presentation at the client device. Paragraph [1119] discloses message size constraint and an available memory attribute of a memory device.)

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Wenocur as a whole to produce the invention as claimed with a reasonable expectation of

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selecting a message expression from a plurality of message expressions for the transmitting message base on the receiver client capability or capacity attribute, then present the message with the selected message expression at the client device.

6. Claim **54-57** are rejected under 35 U.S.C. 103(a) as being unpatentable over Tammy as applied to claim 52 and 53 above, and further in view of Forstadius (Pub# 2004/0110462).

Re claim 54, Tammy discloses the method of claim 52, but fails to disclose wherein said functional alteration comprise a change to the look and feel of the content delivery interface at the wireless communication device. However, Forstadius does.(Paragraph [0041] and [0042]. Note: the “optimal user interface” for the processed content (suitable for mobile delivery) is the content delivery interface residing at the wireless communication device. Depending on the content type, different applications/templates will be selected for the optimal user interface and the interface will have a different appearance. For example, power point and spreadsheet data will have different appearance.)

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Forstadius as a whole to produce the invention as claimed with a reasonable expectation of selecting the right user interface for the specific content, and different user interface will have different appearance.

Re claim 55, Tammy discloses the method of claim 53, wherein said functional alteration comprises:

Adding a new content type

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(Page 12 line 4-9. Note: B2B developers 278 develop and update application modules. New services could be added here, which could result in adding a new content type for the new service module. Also, there are a variety of modules in figure 6. Figure 6, page 16 line 19-22.

Note: Data Collection Module (reference 282) shows that there are multiple data (content items related to stored information) in the storage. Rules Development Environment (reference 290) has multiple rules (content items related to rules));

Adding a new content delivery protocol

(Page 32 lines 5-13. Note: A variety of other protocols could be used (or added) to support internodes communications. The communication is used for content delivery);

Adding a new page

(Figure 5 and 6 show B2B developer ref# 278 and Rules Development Environment (RDE) ref# 290. It is inherently disclosed that rules for a method or system is written in pages. Adding a lot of rules to the system can result in adding multiple pages. These rules could change the services of this system);

Adding content bundles that include multiple content items

(Figure 6, page 16 line 19-22. Note: Data Collection Module (reference 282) shows that there are multiple data (content items related to stored information) in the storage. Rules Development Environment (reference 290) has multiple rules (content items related to rules). In page 16, it shows that multiple modules could be joined together, which creates content bundles.);

Changing parameters of the service

(Page 12 line 4-9. Note: B2B developers 278 develop and update application modules. New services could be added and old services can be enhanced. Page 4 under “Summary of the

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Invention”. Note: There is a mapping data structure that maps service class to one or more parameters. And enhancing the service could involve changing the parameters of the service.).

But fails to disclose wherein said functional alteration comprises:
adding a new device and adjusting the user interface to its browser and its display characteristics;
and changing the look and feel of the service, including at least one of colors, fonts, icons,
formatting and page layout.

However, Fortadius discloses adding a new device and adjusting the user interface to its browser and its display characteristics
(Forstadius: In paragraph [0059], Forstadius discloses a mobile terminal is having a WAP browser (which has its own display characteristics) as its user interface. In the abstract, it shows that the voice call service supports multiple mobile terminals, which means that additional mobile terminals can be added into this system); and
changing the look and feel of the service, including at least one of colors, fonts, icons, formatting and page layout
(Forstadius. US 2004/0110462. paragraph [0040]. Note: “Decrease color depth” in this paragraph. The abstract shows that it is a voice call service).

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Forstadius as a whole to produce the invention as claimed with a reasonable expectation of setting a WAP browser for the mobile terminal, and changing the color of the presentation objects such as presentation slides.

Re claim 56, Tammy discloses the method of claim 52, wherein said functional alteration comprises a change in a respective service according to

an identity of a subscriber

(Page 17 lines 7-25. Note: Subscriber identity is shown. This citation shows the operations of validating the subscriber, making sure that the subscriber is registered in the B2B engine database, and have a charging record for the subscriber. From line 26-29, it shows that a variety of configurations can be arranged to provide the functions needed (a change in the service) by the system. These configurations effect the operations run on the subscriber. Page 18, line 6-8.

Note: Since a user identification is needed for identifying the user who is selecting the service, it is considered as a change in service base on the subscriber identity);

a service package of said subscriber

(Page 18, line 6-8. Note: The various preferences associated with the desired content or events are selected by the user, and therefore, is the service package of the user);

a preference of said subscriber (Page 7 lines 5-9. Page 18 line 6-8.)

But fails to disclose and a type of wireless communication device. Forstadius does (Paragraph [0041]. Note: Content transformation module 134 selects the optimal user interface for the processed content base on the terminal type. In paragraph [0043], it shows that according to the mobile terminal type's processing power and memory, an additional accommodation is made in the application/template. This shows the voice service operation changes to accommodate for the mobile terminal type).

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and

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Forstadius as a whole to produce the invention as claimed with a reasonable expectation of having the voice service operation changes to accommodate for the mobile terminal type.

Re claim 57, Tammy and Forstadius as a whole disclose the method of claim 56, wherein said change comprises dynamic adaptation of the service, optionally including at least one of: matching the output format and presentation to the device type; filtering of content, based on at least one of permissions, compatibility to the device, subscriber preferences, and content classification; selection of a language; dynamic flow (Tammy: page 14, line 3-14. Page 13 lines 29 to 31. Note: Either upon mobile powering up (first example) or upon detection of arrival in new town (second example), there will be a flow of operations taking place dynamically. If a user changes his dynamic flow from the first example to the dynamic flow of the second example, then the dynamic flow of the second example will be adapted to the user's mobile phone) and Adjustment of delivery protocol based on the content type and the device.

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Forstadius as a whole to produce the invention as claimed with a reasonable expectation of having a new dynamic flow of a service adapt to a mobile phone.

7. Claim **59 and 63** are rejected under 35 U.S.C. 103(a) as being unpatentable over Tammy as applied to claim 58 and 62 above, and further in view of Montemer (Pub# 2004/0023644).

Re claim 59, Tammy discloses the method of claim 58, but fails to disclose wherein the content delivery interface further comprises a service directory for locating a service, such that

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said adding said appropriate module further comprises altering a listing in said service directory as necessary when a service is added, removed or altered.

However, Montemer discloses:

wherein the content delivery interface further comprises a service directory for locating a service (in paragraph [0024] and [0026], figure 1. Note: The LADL Database 16 is a service directory because it contains directory listing, and directory listing is a set of product, service, and contact information from the EDA Advertiser 10. Also note that telephone callers looking for (locating) the services.),

such that said adding said appropriate module further comprises altering a listing in said service directory as necessary when a service is added, removed or altered (in paragraph [0024], when listing owners promote (add or modify) services, the directory listing will change accordingly.) .

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Montemer as a whole to produce the invention as claimed with a reasonable expectation of having a service director in the interface, and that the service director has service listing from the EDA advertiser.

Re claim 63, Tammy discloses the delivery platform of claim 62, but fails to disclose further comprising

a service directory for listing ones of said services, and wherein said service controller is configured to search said service directory for said service upon receiving said request.

However, Montemer discloses:

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a service directory for listing ones of said services, (paragraph [0007], note: Yellow page-style directory (service directory) lists service by category.)

and wherein said service controller is configured to search said service directory for said service upon receiving said request ([0024] and [0031]. The telephone caller seeks (requests) service.

Since the Enhance Directory Assistance (EDA) help telephone caller to find the requested service, the service controller is inherently included in EDA system.).

Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Montemer as a whole to produce the invention as claimed with a reasonable expectation of having a service directory to list the service by category and have the EDA searches the service directory for the requested service of the telephone caller.

8. Claim **60** is rejected under 35 U.S.C. 103(a) as being unpatentable over Tammy as applied to claim 58 above, and further in view of Croome (Pub# 2005/0101309).

Re claim 60, Tammy discloses the method of claim 58, but fails to disclose wherein the content delivery interface further defines a presentation for providing an output of said service to the wireless communication device, such that said functional alteration comprises altering said presentation as necessary when a service is added, removed or altered. However, Croome does. (Croome: Paragraphs [0084], [0092] and [0094]. The service image contains a specific service and this service can be customized or modified. Different service images have difference services. If the service image (a service) is modified, then this service will be presented to the user differently.)

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Motivation to combine may be gleaned from the prior art contemplated. Therefore, one skilled in the art would have found it obvious from the combined teachings of Tammy and Croome as a whole to produce the invention as claimed with a reasonable expectation of having the interface to further define a presentation of displaying the different service images differently.

Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MUNSOON CHOO whose telephone number is (571)270-7140. The examiner can normally be reached on Monday through Friday 7:30am to 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vu Le can be reached on (571)272-7332. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Examiner, Art Unit 4154

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